

# Career Institute's PRACTICAL ENGLISH

ELIMINATE  
EMBARRASSING  
AND  
COSTLY  
MISTAKES  
IN  
ENGLISH  
IN  
YOUR  
OFFICE

COMPLETE COURSE AND REFERENCE SET

A command of good English is  
not only a sign of education  
and ability, it is a necessity  
for social and business advancement."  
—DON BOLANDER

TWO VOLUMES  
Thumb-Indexed  
970 pages  
223 Practice Exercises  
25 Progress Tests  
30 Mastery Tests  
Complete with Answer Keys  
and Comprehensive Index  
for quick, easy reference

PRACTICAL ENGLISH

GRAMMAR  
CORRECT USAGE  
PUNCTUATION

TWO  
CLOTH-BOUND  
VOLUMES  
THUMB INDEXED  
FOR PERMANENT  
REFERENCE

PRACTICAL  
ENGLISH

PRACTICAL  
ENGLISH

VOLUME  
1

VOLUME  
2

- CAREER INSTITUTE COURSE IN PRACTICAL ENGLISH
- 34
4. The fact that the goods were imperfect caused general dissatisfaction with the firm.
  5. That the goods were imperfect is a well-known fact.
  6. We did not agree about what caused the imperfections.
  7. Whatever he recommends will be adopted.
  8. Pay attention to what he tells you.
  9. I believe that the train will arrive soon.
  10. My opinion is that the governor will veto the bill.
  11. I hold the opinion that the governor will veto the bill.
  12. It is true that the governor has vetoed the bill.
  13. Why he sold his factory is a mystery to all of us.
  14. The members of the club wondered whether an election would be held.
4. apposition  
5. subject  
6. object of preposition  
7. subject  
8. object of preposition  
9. object of verb  
10. predicate noun  
11. apposition  
12. delayed subject  
13. subject  
14. object of verb

CORRECT ANSWERS TO EXERCISE 6

1. That the climate is changing is an accepted fact.
- mean clause—subject
- climate  
the  
is  
fact  
an  
accepted

GRAMMAR UNIT TWENTY-ONE

2. She explained how the furniture should be arranged.

furniture  
the

3. The implication was

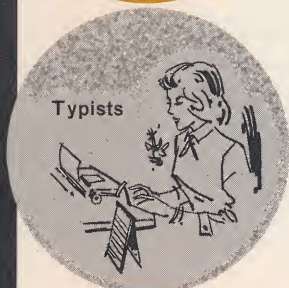
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CAREER INSTITUTE INCORPORATED



# tute's ENGLISH



Secretaries



Typists



Correspondents



Salesmen



Executives

## Everyone in your office can master perfect english

Many people fail to get ahead in the business world simply because of their inability to speak and write clearly, correctly and effectively. Imagine the benefits these people would gain from a second chance to learn the essentials of good English they missed in school. The secretary who can compose her own letters and the typist who can punctuate and spell correctly are valuable assets to any company. Salesmen who write effective sales letters and clear, concise reports are usually the most profitable producers. Even many top executives who are secretly unsure of their English will benefit from *Practical English*. With *Practical English* as a high speed, self-teaching course and a ready reference source, every individual in your office can gain a mastery of perfect English quickly and easily—at a cost to your company of less than you would pay for a good unabridged dictionary.

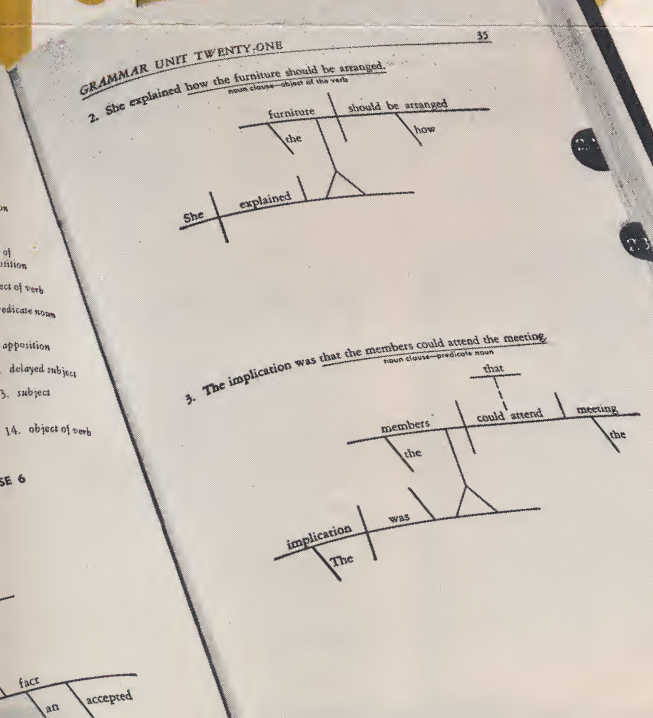
## Revolutionary new self-teaching method gives quick, easy, sure results

Career Institute's two-volume *Practical English* has enabled thousands of mature men and women to master perfect English easily and quickly—in as little time as 15 minutes a day. Through a revolutionary new adaptation of "programmed learning," the need for dreary memorization of rules and terms is eliminated and learning becomes an adventure instead of a chore. The *Practical English* self-scoring method teaches the individual how to apply the rules of grammar automatically—makes learning as exciting as a quiz game—allows the student to measure his mastery every step of the way.

eliminate grammatical errors in . . .

- Correspondence
- Sales Letters
- Bulletins
- Business Reports
- Speeches
- Conversation

10-DAY FREE TRIAL





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Revolutionary  
method gives  
results

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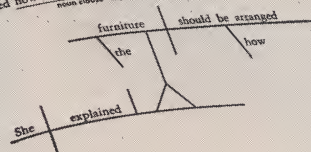
PRACTICAL  
ENGLISH

VOLUME  
1

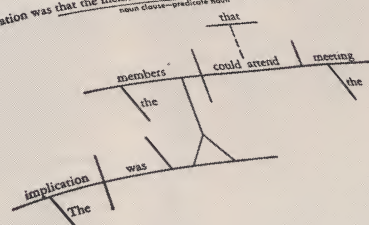
VOLUME  
2

GRAMMAR UNIT TWENTY-ONE

2. She explained how the furniture should be arranged.

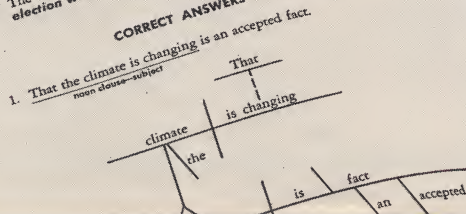


3. The implication was that the members could attend the meeting.



4. The fact that the goods were imperfect caused general dissatisfaction with the firm.
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CORRECT ANSWERS TO EXERCISE 6



eliminate

- Correspondence
- Sales Letters
- Bulletins

10-1



## Put an end to those expensive, embarrassing mistakes in English

In business letters, reports, bulletins, sales talks, and speeches, mistakes in English can be embarrassing to you and to your company. They are costly to look for and costly to correct. The prestige your company values so highly is seriously damaged with every grammatical error. In fact, unclear, ineffective English usage may be costing your company many dollars each year in lost business. *Practical English* will pay for itself many times over by eliminating mistakes and bringing the benefits of good English to every member of your staff. As a high-speed self-teaching refresher course and as an authoritative permanent reference work, *Practical English* is an investment that will pay big dividends for years to come.

## 3 ways to use *Practical English*



### 1 A refresher course for individuals

Many people welcome this opportunity to begin at the beginning and learn the English grammar they missed in school or have since forgotten. *Practical English* enables them to learn the rules and terms quickly and easily without tedious memorization—teaches them to *apply* the rules—and to put this new knowledge to work on the job immediately.



### 2 A permanent office reference

*Practical English* answers every conceivable question on English grammar and correct usage. Your staff will refer to it daily on matters of punctuation, when to use "who" or "whom," "shall" or "will," when and when not to split an infinitive, the proper use of quotation marks and the many other questions that come up during every business day.



### 3 A text for industrial education programs

Many companies use *Practical English* as a text for English courses offered to secretaries, typists, correspondents and sales people. Instructors find it ideal since the self-graded exercises free them from time-consuming grading of papers and permit them to devote more time to individual problems.

## *Practical English* has helped many thousands to speak and write better

"*Practical English* has been most helpful. It should prove very useful in my new position as a supervisor of a department where I will be meeting the public."

M. C. McMILLAN, Washington, D.C.

"My boss does very little dictating and leaves much of the correspondence to me. There have been times when I was unsure of a point of grammar—and have often taken a chance. Now, with your books as ready reference, I can find the right form quickly and easily."

R. H., Toronto, Ontario, Canada

"*Practical English* has aided me in preparing concise reports that are necessary for my job. It had been many years since I first studied grammar. *Practical English* was a thorough review and all phases were helpful to me."

JOSEPH L. SEBECK, Yonkers, New York

"In engineering school I paid little attention to the use of good English. *Practical English* was an excellent refresher which was both constructive and interesting. It is just the type of material needed for people in a technical category such as mine."

G. J. STRAMEL, Lawrence, Kansas

"I am only halfway through *Practical English*, but I must tell you that it has helped me greatly in my daily work and correspondence by increasing my self-confidence."

PAUL E. HARDY, Montreal, Quebec

"*Practical English* provided me with a comprehensive, yet easily understood study course to improve my technical writing."

ELMER W. GODIN, Hollywood, Calif.

"It has helped me to become a vastly improved speaker and writer."

JOSEPH V. WINES, Los Angeles, Calif.

"My work as a clerk-typist consists mostly of composing letters. A knowledge of good English is essential. Your course has helped me to gain this knowledge, and is very useful as a reference guide."

MRS. V. B. HILL, St. Louis, Missouri

"The proper use of grammar in speaking and writing is as essential for a secretary as the ability to write shorthand or to operate a typewriter. *Practical English* has aided me tremendously."

K. E. WHITE, Secretary, University City, Mo.

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In business letters, mistakes in English can be irritating . . . embarrassing. They are costly to look for and costly to correct. A misused word or the wrong form of a word can lower your "status" and undermine the "image" of your organization in the eyes of your reader. Bad reactions can also come from grammatical errors in business reports, in speeches, and in important business conversations.

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2. As a permanent office reference to settle questions of correct English usage. A convenient index enables anyone to turn quickly to such points as when to use "shall" or "will," "should" or "would," "who" or "whom," "was" or "were," -- when and when not to split an infinitive, and the countless other everyday problems of grammar, correct usage, and punctuation.
3. As a text in a company program of industrial education. Among groups of employees such as typists, secretaries, correspondents, and sales people, the subject of English is popular. The need for instruction is widespread. The self-graded exercises in PRACTICAL ENGLISH enable the instructor or group leader to avoid the tedious task of grading papers and devote his time constructively to individual problems.

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The adaptation of "programmed learning" used in PRACTICAL ENGLISH was originally developed in classes of mature men and women at Career Institute. The same method has since been used successfully by more than 50,000 adult students of Career Institute's Practical English course. In addition, the materials have been used to supplement an educational TV series, and the present two-volume set is widely used in schools, adult education programs, and by business firms throughout the United States and Canada.

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If you are not fully satisfied and pleased with PRACTICAL ENGLISH, just mail the set back. You will owe us nothing. Otherwise, just O.K. the invoice which we mail later. If you order additional sets after you examine the first set, you will receive a quantity discount any time within 30 days.

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Don O. Bolander  
Director

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